Steve Jobs – Entrepreneur

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Entrepreneurship in India – Road Ahead
University of Madras
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1977  APPLE COMPUTERS

1976: $5000 investment, 2 employees
1985: $2 billion sales, 4000 employees
2011: $156 billion sales, 72,000 employees
2012: World’s most valuable company $500 billion
GENIUS IS 1% INSPIRATION AND 99% PERSPIRATION.
Introducing Macintosh.
For the rest of us.

Today, before 1984, people used computers for reasons.
Now, it makes sense to teach computers about people, instead of teaching people about computers.

So it was that those very engineers worked long days and late nights and a few legal holidays, teaching tiny silicon chips all about people, how they make mistakes and change their minds.

And now we'd like to introduce it to you.
• 1988: Invested $7 million, sales 400 a month
• 1998: Sold to Apple for $400 million
1991 Pixar & Toy Story 1995

- 1986: Jobs invested $10 million, raised to $50 M
- 1988: Tin Toy – Academy Award
- 1995: Toy Story revenues $362 million
- 1995: IPO for $1.2 billion
- 1999: Toy Story 2 revenues $485 million
- 2006: Pixar sold to Disney for $7.4 billion
1998

iMAC

Sold 800,000 in five months for $1 billion
2001

• 2005: Sales 20 million, 45% of Apple revenue
• 2012: iTunes Store sold its 25 billionth song
Willard Marriott

1927
2012  Marriott Corporation

- $12 billion revenues
- 1.2 lakh people
- 3800 locations
- 72 countries
1996 Sabeer Bhatia
Market

- Perceive emerging social needs
- Respond to changing customer needs
- Reach out to new customers
- Effective strategy and positioning
- Superb customer service
- Strategic partnerships
2001  APPLE STORES

2011: 326 stores, total sales $10 billion
Technology

◊ Products & services attuned to needs of market
◊ Integration of design, engineering & functionality
◊ Knowledge, skill and expertise of workforce
◊ Production capacity
◊ Quality of products and services
◊ Latest technologies
◊ Customization for special needs
2007: 

- Launch, sales 5 million
- 2011: Total iPhone sales cross 100 million
- 2012: Annual sales 37 million, 73% of total global profit from cell phone sales
2010: Launch, sales 7.5 million
2012: sales 57 million
2013: sales already exceed 23 million
Capital

- Infrastructure investment
- Cash flow management
- Accounting systems
- Relations with financial institutions
- Capacity to finance growth
People – Human Capital

◊ Respect
◊ Competitive compensation
◊ Training & Development
◊ Personal attention
◊ ‘Can do’ attitude
◊ Personal growth
Organization

◊ Structure & Systems
◊ Functions & Activities
◊ Freedom & Authority
◊ Communication
◊ Coordination
Integrating the Five Components
Balancing 5 Components
Thank you